

'From the Ground Up'

2017 Operational Activities

Overview: The long-term goal of the initiative is to develop micro-enterprises in the core city for residents living in low-income neighborhoods. The first year will focus mainly on research to understand how much time, capital, and lot preparation is involved in establishing a small urban farm as well as potential income levels. Subsequent years will focus on developing and holding training courses as well as mentoring for core-city residents who are interested in becoming urban farmers. Future work will also involve developing food systems to increase demand, distribution, and profit potential.

Below is a thumbnail sketch for 2017 operational activities.

1300-1304 Pershing

- Grading of property
- Installation of a 30x70 greenhouse and a 30x70 high tunnel hoop house
- Installation of a water collection system for drip irrigation
- Installation of electrical service
- Installation of water tap
- Installation of a tool shed
- Sign Installation with sponsor logos

Total Estimated Cost: \$20,000

High tunnel hoop houses and greenhouses have the best potential for income generation. Collecting water will reduce the expense of growing produce and increase profit potential. The long-term goal is to lease these structures to a group of neighborhood residents to operate and generate profits for their business.

505 Thissell

- Grading of property
- Installation of a 10x10 greenhouse
- Installation of water tap
- Installation of drip irrigation
- Building of a retaining wall
- Sign Installation with sponsor logos

Total Estimated Cost: \$8,000

Flowers and herbs will be grown to determine their profitability.

1214-1216 Furlough

- Installation of raised beds
- Installation of a water collection system
- Fence Installation
- Sign Installation with sponsor logos

Produce will be grown under different growing conditions to compare production yields. This site will also be used to determine the feasibility of collecting water for agricultural purposes as this could be a cost-savings for urban farming micro-enterprises.

Total Estimated Cost: \$7,000

312 Park

- Installation of a hops yard
- Installation of water tap
- Installation of drip irrigation
- Sign Installation with sponsor logos

Hops have become in demand as a crop because of the success of craft breweries. Craft beers typically use 3 times the amount of hops than large-scale producers use. The results obtained from this lot will help determine if hops is a viable crop financially for urban farming.

Total Estimated Cost: \$8,000

Selling of produce

Produce will be sold by a variety of different methods to compare profitability. Locations will include the High Point Library Farmers Market as well as neighborhood farm stands where the produce is being grown. Our goal is to find neighborhood residents who will work these stands.

We will also be working to identify local restaurants that will buy produce. The long-term goal is to develop a network of restaurants that will support local agriculture by committing to annually buy a certain amount of produce.